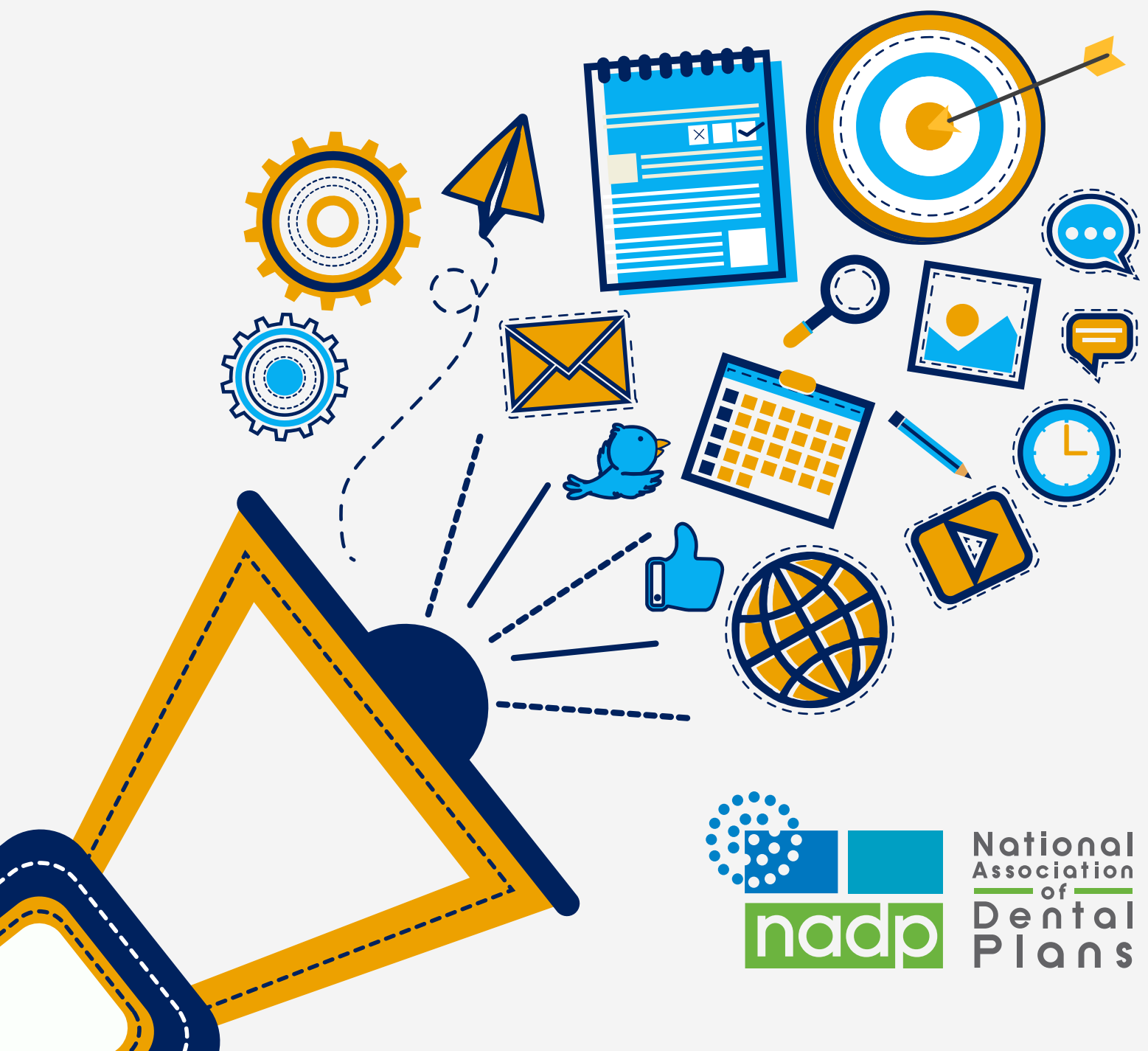
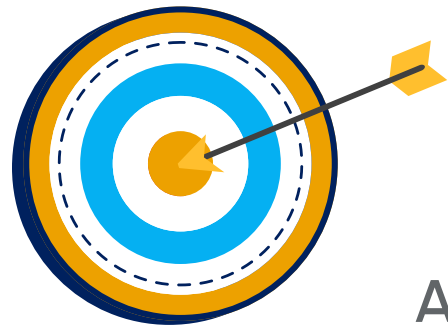


MEDIA KIT





CONTENTS

ASSOCIATION OVERVIEW **3**



WHY PARTNER WITH NADP? **4-7**

SPONSORED WEBINARS **8**

ADVERTISING OPTIONS **10-25**



- Dedicated Email Blasts **8**
- NADP.org **10**
- The Knowledge Center **14**
- Monthly eNewsletter **16**
- Retargeting **20**
- Sponsored Webinars **24**

DISCOUNTS, PAYMENTS **26**
& CANCELLATIONS

ADVERTISING STANDARDS **27**



NADP OVERVIEW



National Association of Dental Plans (NADP), a Texas non-profit corporation with headquarters in Dallas, Texas, is the representative and recognized resource of the dental benefits industry. NADP is the only national trade organization that includes the full spectrum of dental benefits companies operating in the United States. NADP's members provide Dental HMO, Dental PPO, Dental Indemnity and Discount Dental products to more than 200 million Americans with dental benefits.

As the recognized voice of the dental benefits industry, NADP will help its members better serve consumers through knowledge, information, awareness, and shaping public policy. To achieve this, NADP will focus on its core competencies of research, education, advocacy, and engagement with organizations that promote improvement in oral health.

OUR MISSION

NADP's mission is to improve consumer access to affordable, quality dental care through advocacy, research, and the promotion of dental benefits.

OUR VISION

For all individuals to have equitable access to dental care.

OUR VALUES

- Collaborative volunteerism
- Knowledge and innovation
- Oral health awareness
- Diverse perspectives
- Voice of the industry

OUR MEMBERS

NADP members include major commercial carriers, regional and single state companies, as well as companies organized as non-profit organizations.

CORE SERVICES

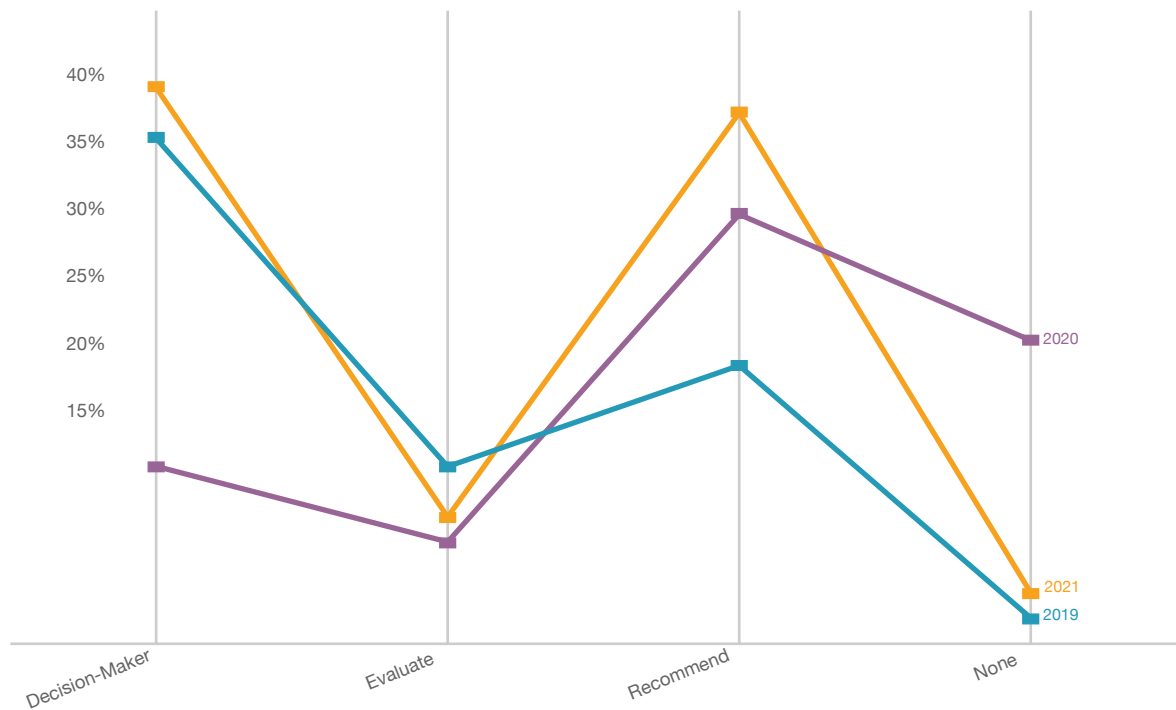
- Advocate for federal and state legislation and regulation that increase consumer access to affordable, quality dental care; positively impact the dental benefits industry; and advance member interests.
- Develop and provide key data, research, and intelligence on the dental industry and emerging trends.
- Provide programs and services that educate and promote the value of oral health and dental benefits.
- Establish, maintain, and leverage partnerships with relevant stakeholders.
- Provide expertise in initiatives to establish and execute terminology, standards, and transactions for the dental industry.

Why Partner with NADP

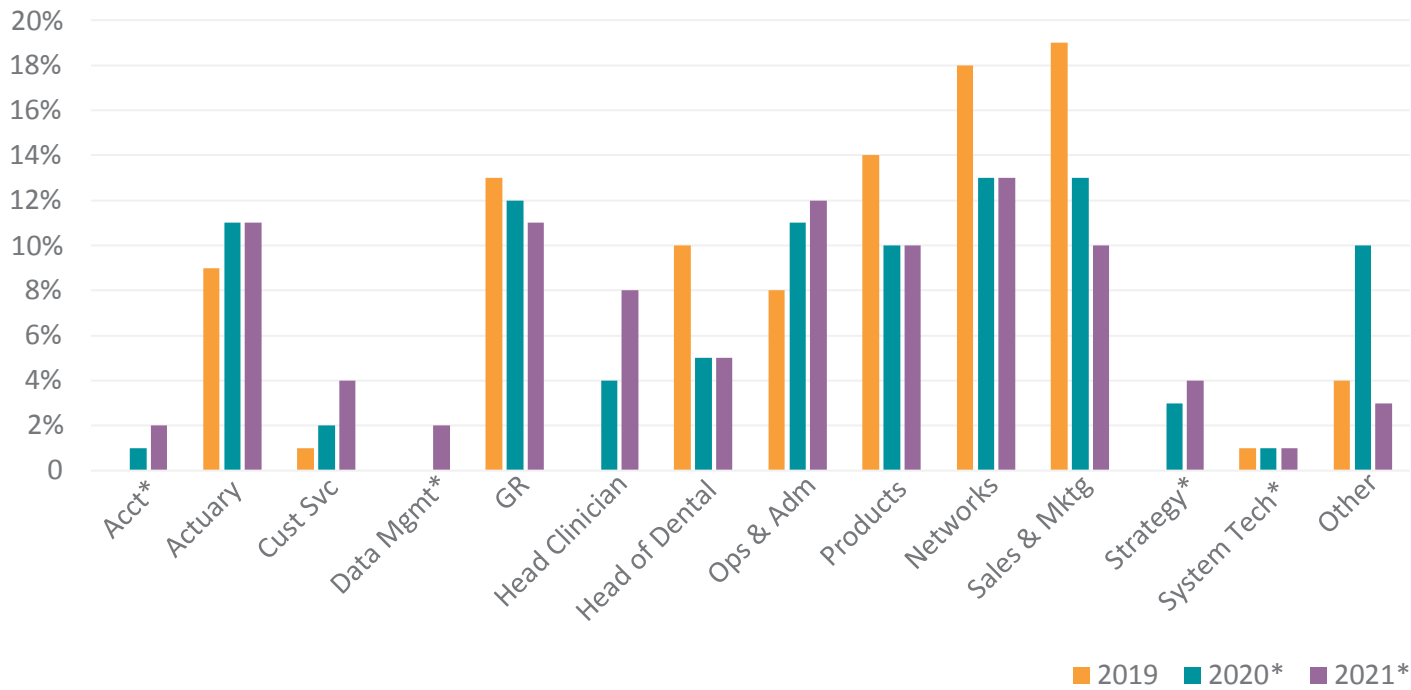
NADP is the only organization dedicated solely to the interests and advancement of every aspect of the dental benefits industry. Did you know the majority of NADP member company representatives report they are involved in purchasing, approving, recommending or specifying products and services for their dental plan? And that's just our members! Key decision makers in related stakeholder companies also rely on NADP's website for research and education.

NADP understands that you want to stand out in the dental benefits industry. Attracting and retaining customers is a never-ending task. We have solutions to meet both sets of needs. NADP offers affordable advertising solutions for you to reach your target audience. These solutions are designed to deliver real results and give you the best return for your advertising spend.

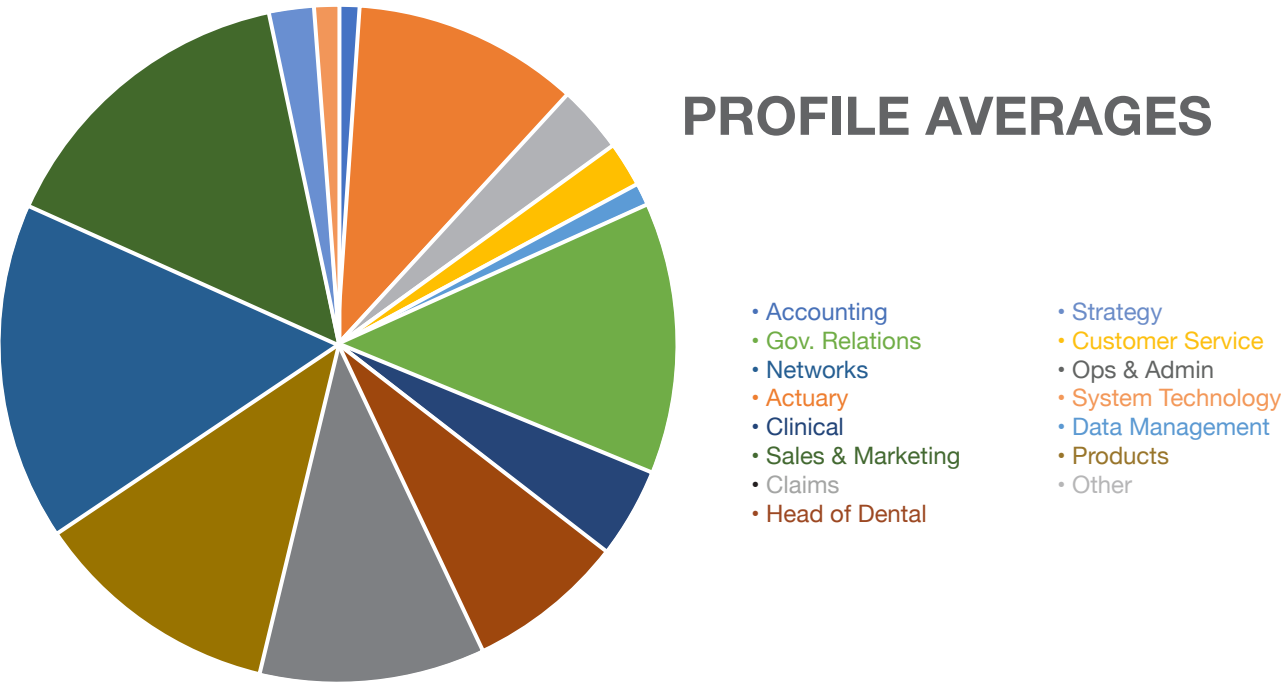
PURCHASING INFLUENCE



JOB FUNCTIONS BY YEAR



PROFILE AVERAGES



**Demographics are presented as averages because of additional categories and combinations of on-site and virtual*

NADP MEMBERS

DENTAL PLANS

Aetna Dental
Alpha Dental of AI
Alpha Dental of AZ
Alpha Dental of NM
Alpha Dental of NV
Alpha Dental of UT
Alpha Dental Plan of Colorado, Inc.
Alpha Dental Programs, Inc
Altus Dental Insurance Company
Always Care
American Dental Partners
American Dental Professional Services
American Enterprise Group, Inc.
American National Insurance Company
Ameritas Life Insurance Corp.
Ameritas Life Insurance Corp. of NY
Ameritas Life PAC
Anthem Health & Life Insurance Company
Anthem, Inc.
Argus Dental and Vision
Atlantic Dental, Inc.
Avesis Third Party Admin. Inc.
Beam Insurance Administrators
Benefit Services of HI (Blue Shield of HI)
Berkshire Life Insurance Company
Best Life and Health Insurance Company
Blue Care Network
Blue Cross Blue Shield of AZ
Blue Cross Blue Shield of GA
Blue Cross Blue Shield of IL
Blue Cross Blue Shield of MA
Blue Cross Blue Shield of MI
Blue Cross Blue Shield of MO
Blue Cross Blue Shield of MT
Blue Cross Blue Shield of NC
Blue Cross Blue Shield of NM
Blue Cross Blue Shield of OK
Blue Cross Blue Shield of SC
Blue Cross Blue Shield of TX
Blue Cross Blue Shield of WI
Blue Cross of CA
Blue Cross of WA and AK
Blue Shield of CA
Bridgeport Dental
California Dental Network, Inc.
Capital Advantage Assurance Co.
Capital Blue Cross
CareFirst BlueCross BlueShield
Careington International
CBA Inc.
Central Minnesota Group Health Inc
Cigna
Colonial Life & Accident Insurance
Colorado Bankers Life
Companion Life Insurance Company
CompBenefits Corporation

Coventry Dental
Custom Benefit Advisors
DBA-Preferred Administrators
Dearborn National
DeCare International
Dedicated Dental / Interdent
Delta Dental Insurance Company
Delta Dental of AR, Inc.
Delta Dental of CA, NY, PA & Affiliates
Delta Dental of DC
Delta Dental of DE
Delta Dental of IA
Delta Dental of IL
Delta Dental of KY
Delta Dental of MA
Delta Dental of MD
Delta Dental of MI, IN, OH
Delta Dental of MN
Delta Dental of MO
Delta Dental of NC
Delta Dental of NH
Delta Dental of NM
Delta Dental of NY
Delta Dental of PA
Delta Dental Puerto Rico & Virgin Islands
Delta Dental of RI
Delta Dental of SC
Delta Dental of TN
Delta Dental of WI
Delta Dental of WV
Delta Reinsurance Corporation
DENCAP Dental Plans
Denex Benefits
DeniServ, LLC
Dental Benefit Providers, Inc.
Dental Care Plus Group
Dental Health Alliance, LLC
Dental Health Options
Dental Health Services (an Oregon corp)
Dental Health Services of America
Dental Health Services, Inc.
Dental Health Services, Inc. (Arizona corp)
Dental Management Services
Dental Network of America, Inc.
Dental Network Services
Dental Select
Dental Service of MA
Dental Source of New Mexico
Dental Trust/Dental Span
DentaQuest
DentaQuest Institute
DentaQuest MidAtlantic
DenteMax
Denticare of Alabama
DHS Insurance Services Inc
Diversified Dental Services
Dominion National
Doral Dental USA, LLC

DSM USA Insurance Compnay Inc
Empire Blue Cross Blue Shield
Employers Dental Services, Inc.
Equitable
FG Associates
First Commonwealth Limited Health
Michigan
First Commonwealth, Inc.
First Dental Health
Florida Blue
Florida Combined Life Insurance
Ft. Dearborn Life Ins Co
GEHA
Gentle Dental
Golden West Dental & Vision Plan
Great West Healthcare
Great West Life
Group Dental Service
Group Dental Service of MD
Group Health Plan Inc
GroupLink Reinsurance Company LTD
Guarantee Trust Life
Guardian PAC
Health Care Service Corp
Health Resources, Inc.
HealthPartners Administrators, Inc.
HealthPartners, Inc
Highmark
Highmark Blue Cross Blue Shield of WV
(Mountain St)
HM Health Solutions
HMSA (Blue Cross and Blue Shield of HI)
Humana Insurance Company
IHC Health Solutions
Illinois Pacific Dental
Independence Holding Company
Ingenix
Kaiser Permanente Dental Care Program
Kansas City Life Insurance Co.
LIBERTY Dental Plan
Life & Specialty Ventures
Lifewise Assurance
Lifewise Health Plan of OR
Lincoln Financial Group
Logistics Health Incorporated
Madison National Life Ins Co
Maine Dental Service Corp
MAMSI Life & Health Insurance
Managed Dental Care
Managed DentalGuard
Maverest Dental
Medical Life Ins Co
MetLife
MetLife PAC
Midwest Assurance Company
Mountain State Blue Cross Blue Shield
Mutual of Omaha Life Insurance
National Pacific Dental

New Dental Choice (First Dental Health)
Nippon Life Insurance
Northeast Delta Dental
Northwestern Management Services
Omega Administrators
Optum
OptumHealth Financial
Oral Health Services
Oxford Health Plans
Pacific Source Health Plans
Pacific Union Dental
PacifiCare Dental & Vision
PacificDental Benefits, Inc.
Permanente Dental Associates
Physicians Mutual Insurance Company
PPO USA Inc.
Premera Blue Cross
Premera Blue Cross Blue Shield of AK
Premier Access
Principal
Principal Dental Services
Principal Financial PAC
Principal Life Insurance Company
Renaissance Dental
Renaissance Health Inc. Company of NY
Renaissance Life & Health Ins. Company
SafeGuard Dental and Vision
SafeGuard Health Enterprises
SafeGuard Health Plans, Inc
Security Life Insurance Company of America
SelectHealth
Smile Brands Inc. / NewPort Dental
Solstice Benefits
Standard Insurance Company
Standard Security Life Insurance Compa-
ny of New York
Starmount Life Insurance Company
Strategic Health Alliance
Sun Life Financial
Superior Dental Care, Inc
Surety Life
The CDI Group, Inc.
The Dental Network, Inc.
Guardian Life Insurance Company
The Premier Dental Group, Inc.
Total Dental Administrators
TruAssure Insurance Company
UCCI PAC
UDC Dental California, Inc.
UDC of Ohio, Inc.
Unicare Health Ins Co of the Midwest
Unicare Life and Health Insurance
Union Security Dental Care of NJ
Union Security DentalCare of Georgia, Inc
United Concordia Dental
United Concordia Life & Health
United Dental Care of Arizona
United Dental Care of Colorado
United Dental Care of Michigan, Inc.
United Dental Care of Missouri, Inc.
United Dental Care of New Mexico

United Dental Care of Texas, Inc.
United Dental Care of Utah, Inc.
United Health Care Corporation
United Service Association
UnitedHealthcare Dental
UnitedHealthcare Dental / Dental Benefit
Providers of CA
Unum Dental
UNUM Life Ins. Co. of America
UPMC Health Plan
USABLE Life
VBA
WellPoint

ASSOCIATE MEMBERS

Aspen Dental Management Inc
Dental Care Alliance
Heartland Dental Care
HighFive Dental
Mortenson Dental Partners
NYU College of Dentistry
Pacific Dental Services
Park Dental
Profitable PPOs
ProHEALTH Dental Management, LLC
The Smilist

SUPPORTING ORGANIZATIONS

Align Technology
American Dental Examiners, Inc
BeneCare
BFC
CAQH
CareCredit
Change Healthcare
Clarity Software Solutions
Context 4 Healthcare
CSG Actuarial
DentalLens
Dr. Opinion
Dentistat, Inc. & go2dental.com, Inc.
EHG, Inc Dentalxchange
Five Lakes Professional Services
Group MarketShare
HealthCrowd
Healthedge Software, Inc.
Healthscape Advisors
Information Capture Solutions, LLC
Javelina from Mphasis
McKinsey and Company
Milliman Inc.
MultiPlan
National Electronic Attachment, Inc.
Nova Net
Onderful
Overjet
P & R Dental Strategies, LLC

Pacira Pharmaceuticals, Inc.
Pearl
Practice Quotient, Inc
Retrace
Revolv
Santech Solution, Inc.
SKYGEN USA
Teledentistry.com
Tesia Clearinghouse, LLC
Unitas Dental
VideaHealth
Vericred
West Monroe Partners
Wellfit
Willis Towers Watson
Zelis Healthcare



Dedicated Email Blasts *New in 2023*

NADP is offering dedicated email blasts as an advertising option. Advertisers will have the opportunity to send monthly emails to NADP’s entire contact list. Advertisers can design their email templates, or for \$200 extra can pay NADP to create one for them. Dedicated emails garner more engagement. They work exceptionally well in promoting a specific campaign or announcement, such as a new product or upcoming webinars. Dedicated emails also will allow you more control over how your placement appears in the email.

Pricing

Schedule	Gross Rate (total)
1 month	\$2,250
2 months	\$4,350
3 months	\$6,500

NADP email design services: \$200 per design.


Process

After you sign an agreement and pick your months, advertisers can submit their design or have NADP do it for them at an extra price. From there, advertisers can choose any date that is not already reserved in the selected month. NADP would prefer that each dedicated email blast by advertisers be spaced out by one week. (i.e., if advertiser #1 sends a dedicated email in week 1 of January, NADP would encourage advertiser #2 to send a dedicated email in week 2 to avoid email fatigue and unsubscribes).

Requirements

All dedicated email blasts must follow NADP’s advertising standards and guidelines listed on page 27. Deadline to submit design or content is 1 week before scheduled delivery.

Example



Upcoming Webinars




Join us in the SKYGEN Café where our thought leaders serve **30-minute "Coffee Break" webinars**, delivering the hottest and freshest industry topics right to you!

[Industry Predictions for 2023 and Beyond](#): Join Craig Kasten, SKYGEN founder and managing member, as he shares industry insights and strategies insurers can leverage to prepare for 2023 and beyond.
December 12, 2022 at 1 pm CST | [Register Now](#)

Missed a Webinar?

We've got you covered! Watch anytime, on-demand.

VISIT WEBINAR LIBRARY



NADP.org Advertising Options

With more than 400,000 visitors per year, NADP.org has considerable reach beyond our membership which includes consumers, healthcare industry professionals and more. Full payment for your digital placement is required at the start date of your schedule.

Leaderboard #1 : home page (top) + all interior pages (top)

Schedule	Gross Rate (total)
3 months	\$1,960
6 months	\$2,800
12 months	\$4,280

Dimensions: 728 x 90 pixels

Leaderboard 2: home page (middle) + all high touch pages (middle)

Schedule	Gross Rate (total)
3 months	\$1,460
6 months	\$2,300
12 months	\$3,780

Dimensions: 728 x 90 pixels

Leaderboard 3: home page (bottom) + all interior pages (bottom)

Schedule	Gross Rate (total)
3 months	\$1,660
6 months	\$2,500
12 months	\$3,980

Dimensions: 728 x 90 pixels

Consecutive months only for nadp.org web advertising.

Skyscraper (right) all interior pages - no home page

Schedule	Gross Rate (total)
3 months	\$1,560
6 months	\$2,355
12 months	\$3,680

Dimensions: 160 x 600 pixels

Tile ads (very bottom - home page + all interior pages)

Schedule	Gross Rate (total)
3 months	\$1,260
6 months	\$2,055
12 months	\$3,380

Dimensions: 300 x 250 pixels

Please note: Your ads on nadp.org will rotate with other advertisers who have purchased the same space. You will be notified before your advertising contract ends in case you'd like to renew!

By the Numbers

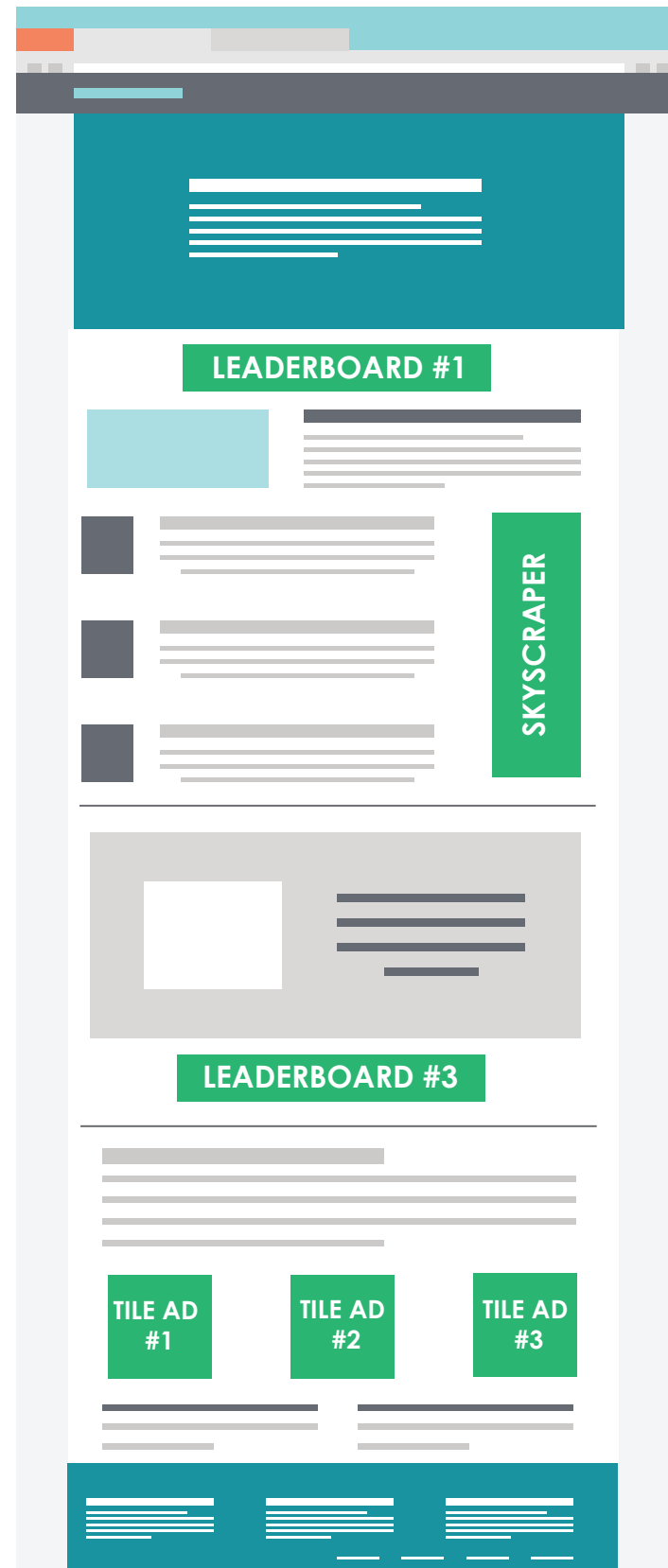
In 2022, the average click-thru rate (CTR) for advertisers on nadp.org was 0.25%. All advertisers received over 400,000 impressions and 1,200 clicks (This is a total amongst all advertisers for 2022).

Where will my ads appear on nadp.org?

HOME PAGE ADVERTISING ZONES ON NADP.ORG



INTERIOR PAGE ADVERTISING ZONES ON NADP.ORG



Note: Leaderboard #2 will appear only on home page and all landing pages for sections listed below:

- Research // www.nadp.org/research-reports
- Resources // www.nadp.org/resource-center
- Advocacy // www.nadp.org/advocacy
- Events // www.nadp.org/events
- About // www.nadp.org/about-nadp
- Blogs // www.nadp.org/blogs

Artwork Dimensions for nadp.org

Leaderboards - 728 x 90px

Skyscraper - 160 x 600px

Tile ads - 300 x 250px

Image Formats accepted: GIF, PNG, JPG or Animated GIF
(we are unable to accept Flash files)



The Knowledge Center

The NADP Knowledge Center (knowledge.nadp.org) is the online store for invaluable market intelligence including research reports, conference and webinar registrations, membership directories and more! On the Knowledge Center, NADP Members and the public can register for upcoming NADP conferences, purchase live and recorded webinars, research reports, and more! With over 20k visitors per month and more than \$3 million of products sold, you can see why this is a great platform for advertising!

Skyscraper (left) Home + ALL PAGES of website

Schedule	Gross Rate (total)
3 months	\$1,000
6 months	\$1,500
12 months	\$3,000

Graphic Design Services

Need a graphic designer? NADP has you covered. \$150 per ad.

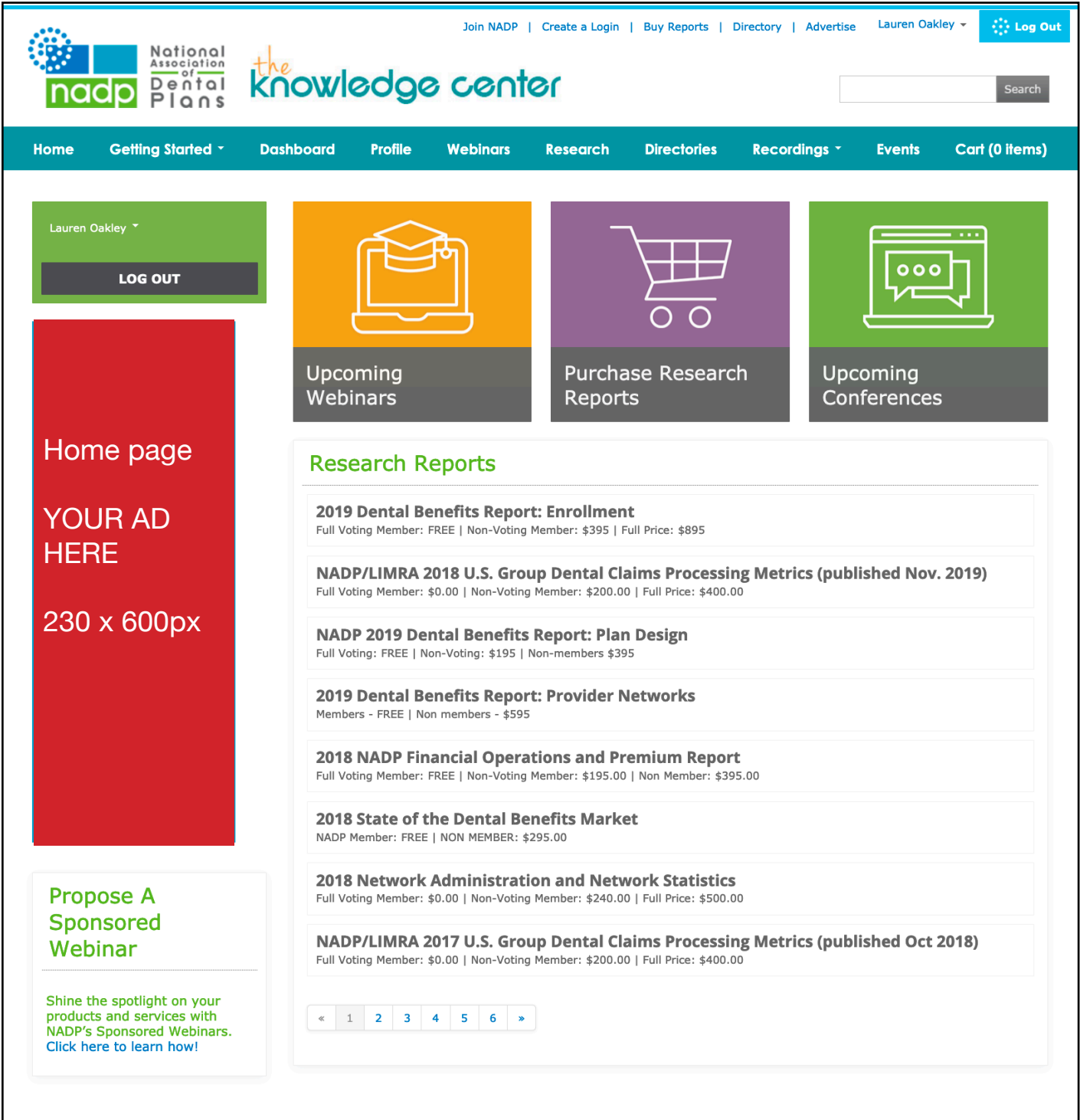
Artwork Dimensions

- Skyscraper left - 230 x 600 pixels

Image Formats accepted: GIF, PNG, JPG or Animated GIF
(we are unable to accept Flash files)

Consecutive months only for nadp.org web advertising.

Advertising will not be placed until NADP receives full payment.



Please note: Your ads on nadp.org will rotate with other advertisers who have purchased the same space. You will be notified before your advertising contract ends in case you'd like to renew!



MonthlyByte offers detailed articles and features for the dental benefits industry, such as updates on advocacy efforts, research, education and much more. Monthlybyte emails the last week of each month. All members are automatically subscribed to receive the Monthlybyte. When placing an advertorial or tile ad in the Monthlybyte, you will receive a report 2 weeks after the Monthlybyte is sent of who exactly clicked on your content and their contact information to follow up on leads. Readership includes almost 3,000 of our member companies decion-makers, CEOs, and delegates... the people you want to reach!

Maximum of three ads per edition.

MATERIAL SPECIFICATIONS & DEADLINES:

Image Dimensions: 200x400 pixels.
File size: 25k maximum
Image file format: PNG, JPG or GIF / animated GIF. No flash.

Submission Deadlines

Artwork is due to 15th of each month. If the 15th falls on a weekend please submit that following Monday.

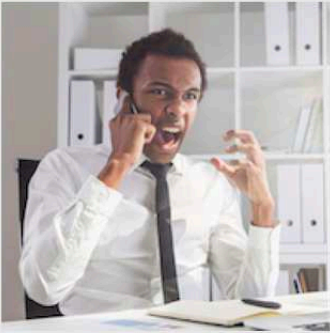
Submit all ad artwork to loakley@nadp.org.

Please note:
NADP does not publish a Sept. newsletter.

Note: Beginning in 2022, if you sign a contract for 12 months for a tile ad, you will receive first right of refusal for the same spot before we offer it to other potential advertisers.

TILE AD PRICES

Schedule	1st position Gross Rate (total)	2nd position Gross Rate (total)
1 month	\$1150	\$1000
3 months	\$2,200	\$1,700
6 months	\$3,550	\$2,675
12 months	\$5,900	\$4,300
Schedule	3rd position Gross Rate (total)	4th position and on Gross Rate (total)
1 month	\$900	\$800
3 months	\$1,600	\$1,400
6 months	\$2,500	\$2,200
12 months	\$4,100	\$3,800



Is your "Find a Dentist" tool giving members a toothache?

Are your members getting tripped up searching for in-network dentists on your website? HealthSparq can help with a user-tested and user-approved provider search solution for dental plans. [Learn more.](#)

HEALTHSPARQ

An advertorial is an advertisement in the form of editorial content. Results from recent studies are showing a trend that Americans think advertorials, also known as sponsored content, or native advertising content — add value to a digital content. This is especially true when the content is relevant, authoritative and authentic. With an advertorial, you have complete control over the content, obtain credibility based on the NADP audience, you increase readership (both time spent with and awareness of your message) because your advertorial has created “content” which is more likely to be taken into account than a traditional ad.

Submission Deadlines

Advertorial content is due to 15th of each month. If the 15th falls on a a weekend please submit that following Monday. Submit all ad artwork to loakley@nadp.org.

Note: will not publish advertorial until NADP has received a signed agreement and full payment for contract.

Content Requirements:

- Image 400x400 max.
- Can be animated gif, png or jpg (no flash)
- Provide a link

Please note:
NADP does not publish a Sept. newsletter.

Note: Beginning in 2022, if you sign a contract for 12 months for an advertorial, you will receive first right of refusal for the same spot before we offer it to other potential advertisers.

ADVERTORIAL PRICES

Schedule	1st position Gross Rate (total)	2nd position Gross Rate (total)
1 month	\$1250	\$1,100
3 months	\$2,400	\$2,100
6 months	\$3,650	\$3,400
12 months	\$6,000	\$5,700
Schedule	3rd position Gross Rate (total)	4th position and on Gross Rate (total)
1 month	\$950	\$800
3 months	\$1,800	\$1,500
6 months	\$3,200	\$2,900
12 months	\$5,400	\$5,100

dimensions & placement

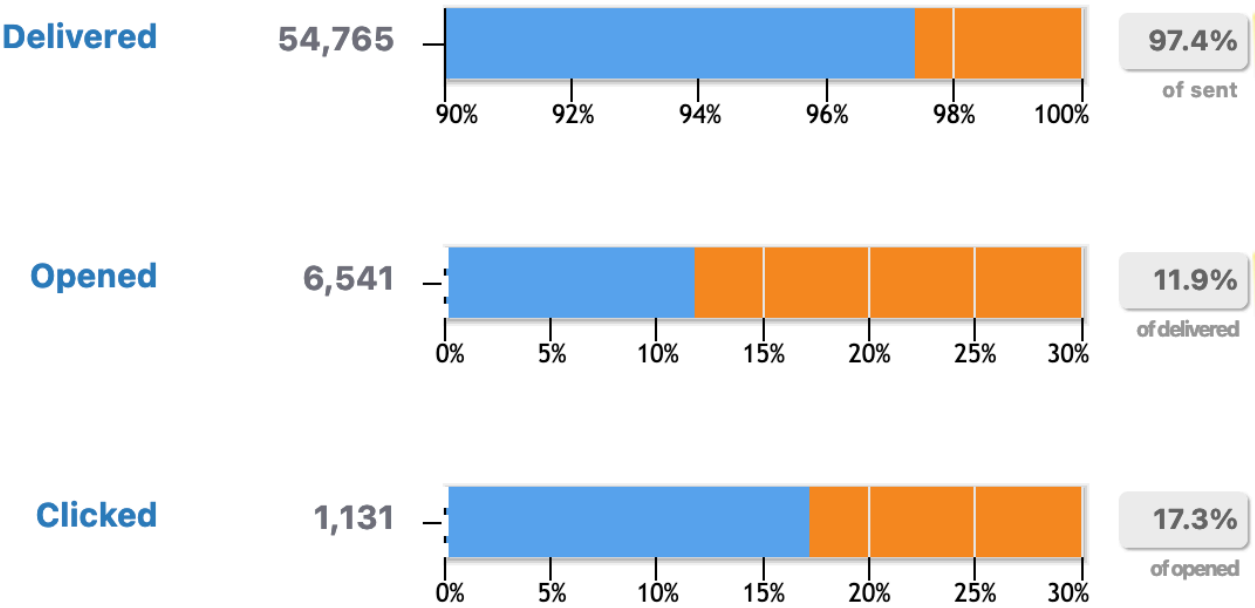
Advertorial Placement. Requirements include: 400x400 max in image size. Image formats can be animated gif, png or jpg. Provide a link for “read more” or “learn more”.

There will be 2 stories between each advertorial position placement.

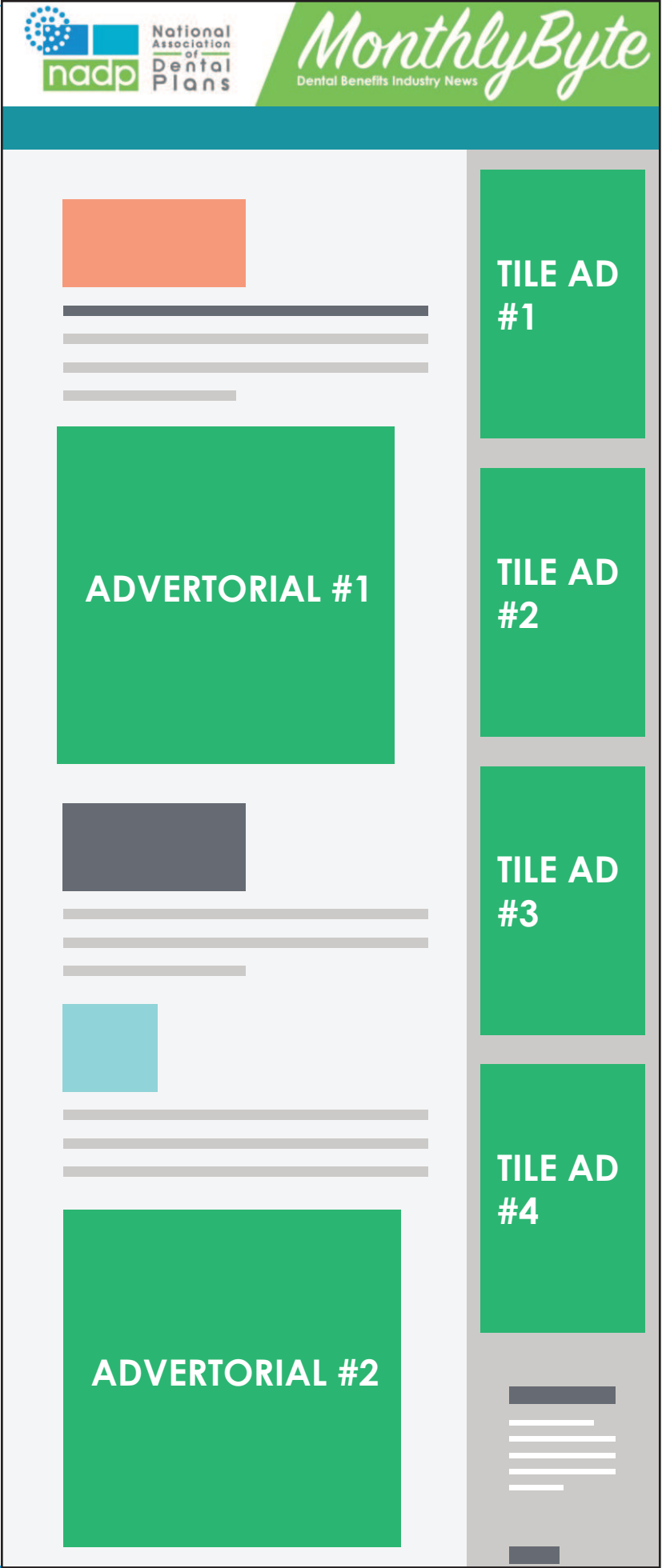
TILE ADS. 200 pixels wide no more than 400 pixels tall. Must provide a link for the ad. Image formats can be animated gif, png or jpg. No flash files.

Analytics: When placing an advertorial or tile ad in Monthlybyte, you will receive a report 2 weeks after the Monthlybyte is sent of who exactly clicked on your content and their contact information to follow up on leads. Artwork is due the 15th of each month.

2022 Overall Newsletter Stats



NADP Graphic design services: \$150 per ad design.



DIGITAL RETARGETING

What is Retargeting?

Retargeting works by keeping track of people who visit our sites and displaying your retargeting ads to them as they visit other sites online. Retargeting keeps your brand front and center. Every time a CONVERGE attendee (or nadp.org visitor) sees your retargeting ad, your brand gains traction, and more recognition. The click-through rates and increased conversions that are typical with retargeting campaigns underscore the value of good branding and repeated exposure. Our retargeting software, [Feathr](#), partners with [The Trade Desk](#) for our retargeting audiences and utilize four Ad Vendors; [Google Marketing Platform](#), [Xandr](#), [Microsoft](#), and [Verizon Media Exchange](#) for [ad bidding](#) through them. Ads are distributed through the [ad bidding market \(open ad exchange\)](#) in any participating website that is reached through the ad vendors and will be displayed according to [ad bidding](#). So, we do not partner with any specific website for ad distribution, but most major social media outlets and websites ARE participating in the open ad exchange we are using for retargeting.

How Does it Work?

1 A dental benefits industry executive and potential customer visits any NADP website.

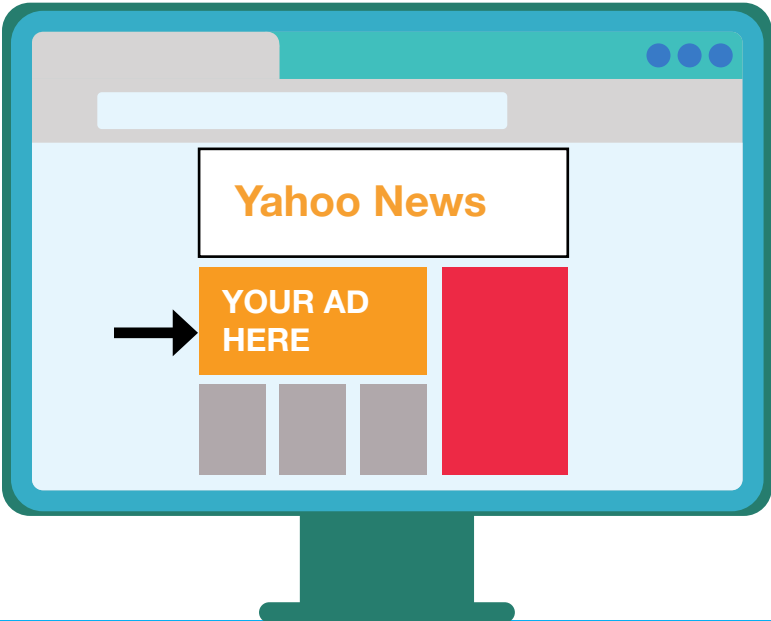


2 The campaign is activated, and viewers are now “cookied” to allow for your brand’s ads to be displayed on other sites.

Please note, below are just examples of websites your ad could appear on through retargeting campaigns. NADP is not affiliated or endorses these companies in any way.



3 Your ads are served to potential customers on thousands of websites they visit in their normal online daily browsing.



Year-Round Opportunities

PRE-EVENT

- Build brand awareness
- Drive booth traffic
- Promote at-event activity
- i.e. “Stop by booth #101”

POST-EVENT

- Send event followup
- Nurture leads
- Offer special incentives
- i.e. “Thank for stopping by our booth. Check our our whitepaper [link]”

365-Day Exposure

- Keep your brand top-of-mind
- Earn steady leads all year
- As NADP’s audience grows, so do your advertising opportunities!



Why RETARGETING?

Maximize visibility and increase ROI with digital ad retargeting.



Build your brand, create awareness, and increase conversions by retargeting our highly qualified audiences, wherever they visit online.



Guaranteed Reach. Ad retargeting guarantees sustained, specific exposure to the exact qualified audience you're trying to reach. No more guessing whether or not your ads are reaching the right people or if they're being seen by your potential customers.



Quantifiable ROI. Detailed analytics & reporting allow you to see your ad campaign results in real-time, including number of times your ad has been seen, number of clicks on your ad, and the geographical locations of where your ad has reached.



365-Day Engagement. Engage with customers and new prospects leading up to, during, and after CONVERGE with custom retargeting campaigns. When the event is over, the follow-up emails have been sent, and all traditional channels to reach attendees have been exhausted... RETARGETING to the rescue! Those cookies still exist, allowing you to continue reaching these beauty pros in the many months ahead!

RETARGETING PACKAGES

FULL RETARGETING

With our retargeting package you can reach our digital audience wherever they go. We retarget over 100,000 dental benefits industry professionals that visit nadp.org and other NADP websites across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

PRICES

20,000 Impressions	\$1,895
35,000 Impressions	\$2,595
70,000 Impressions	\$4,595
100,000 Impressions	\$5,995

CONVERGE RETARGETING

With our retargeting package you can reach our digital audience wherever they go. This package specifically retargets over 500 registered CONVERGE (exhibits and sponsors) attendees across social networks and major online publishers. An advanced, real-time bidding algorithm optimizes campaigns for maximum exposure.

PRICES

20,000 Impressions	\$1,695
35,000 Impressions	\$2,395
70,000 Impressions	\$4,395
100,000 Impressions	\$5,695

Ad Sizes & Specs

.jpg or .gif static images only
(no flash)

For maximum reach and performance, all three of these sizes should be provided.

300 x 250px

728 x 90px

160 x 600 pixels

Don't Have a Creative Department? No Problem.
NADP Can Design Your Ads! \$300 per retargeting campaign

Sponsored Webinars

Marketing your business requires you to constantly make difficult decisions on the budget and resources needed to promote your product or service successfully. Sponsoring a webinar with NADP is a highly effective way of balancing these factors and achieving your goals.

NADP-sponsored webinars are among the most robust solutions for companies looking to boost revenue and quality leads from marketing.

Through NADP-sponsored webinars, your company will:

- Raise brand awareness
- Educate the dental benefits industry
- Achieve measurable results
- Provide a high-quality list of new sales contacts from the registration list

Other benefits include:

- Marketing and promotion by NADP
- Includes one year of on-demand viewing
- Surveys and polling available
- Audience reports
- Free access for attendees/prospective clients

Pricing

\$2,000 per sponsored webinar

Discounts

- NADP member companies = \$150 off
- 2022 exhibitors or sponsors = \$100 off
- NADP member company + a CONVERGE 2022 exhibitor or sponsor = \$250 off

Contact us today for more information:

Jeremy May
Director of Meetings & Events
972-458-6998 x 123
jmay@nadp.org



PAYMENT POLICY

Advertising is not placed until NADP receives payment for the full amount of your advertising.

CANCELLATION POLICY

Cancellations for advertising must be made in writing (email or fax) at least 30 days prior to your requested cancellation date. **NADP will refund 50% for remaining months on your contracted schedule.**

DISCOUNTS

NADP members receive a 10% discount of the total amount for advertising.

We also offer discounts for CONVERGE sponsors and exhibitors, new NADP members, and returning advertisers. Contact us for more information.

**READY TO ADVERTISE?
CONTACT US FOR A QUOTE**

LAUREN OAKLEY

**ASSOCIATE DIRECTOR OF
COMMUNICATIONS & TECHNOLOGY**

LOAKLEY@NADP.ORG

972-458-6998 X 105

The National Association of Dental Plans (NADP) seeks to inform its members and consumers of products and services that assist the promotion and advancement of the dental benefits industry to improve consumer access to affordable, quality dental care. Therefore, NADP welcomes advertising that furthers this goal. The following standards apply to all advertising that shall appear on NADP websites, emails, and communications:

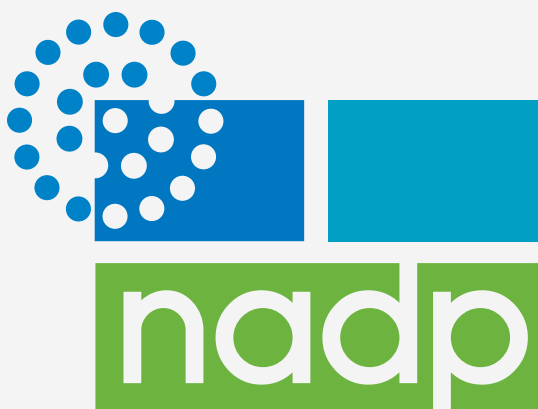
NADP reserves the right to accept or reject advertising for any product or service at its sole discretion. The inclusion of an advertisement is not to be construed or publicized as an endorsement or approval by the NADP, nor may the advertiser promote that its placement of advertising is tantamount to approval or endorsement by NADP.

1. The advertisement of products, services, or companies on NADP material is not endorsed by the NADP and is subject to final review and approval.
2. First-time advertisers must receive final review and approval.
3. The advertisement will not be accepted if it conflicts with or violates NADP policy, the NADP Mission, or NADP Bylaws.
4. The advertisement shall not include claims not subject to independent verification or false, misleading, or deceptive.
5. The technical and aesthetic quality of the advertisement shall be in keeping with the standard required by NADP, as evidenced by those advertisements previously placed in the past.
6. NADP will not allow comparative advertising.
7. The advertisement must not demean the dignity of the dental benefits industry nor promote a product or service that is detrimental to consumers' dental health and safety.
8. The advertisement shall only use the name of the NADP, any NADP council or volunteer group, or NADP member with prior written authorization.

NADP acknowledges and appreciates the extra effort put forth by advertisers in complying with the advertising standards and policies of the Association. Considering the great effort manufacturers may undertake in developing advertising campaigns, advertisers are encouraged to forward proposed advertisements in rough form, thereby minimizing any inconvenience caused by the review of advertising messages. In addition, these advertising standards aim to advise potential advertisers of the requirements to assure fair and uniform application. These standards shall be implemented and interpreted by NADP. The NADP will periodically review its advertising standards to keep pace with changes that may occur in the dental benefits industry.

Continuous review and reevaluation will improve and ensure the advertising content's relevancy, timeliness, and appropriateness.

BEFORE SIGNING AN ADVERTISING CONTRACT WITH NADP, YOU WILL BE ASKED TO AGREE THAT YOU HAVE READ AND UNDERSTAND THESE NADP ADVERTISING STANDARDS.



National
Association
of
Dental
Plans

12700 Park Central Dr. Ste 400
Dallas, Texas 75251
972-458-6998 • nadp.org